

The background is a dark blue gradient. It features several abstract geometric elements: a large yellow circle in the upper left, a white square outline on the left, a white triangle outline at the top, and a yellow circle at the top right. There are also several dashed lines, some yellow and some white, scattered across the scene.

Yettel.

Cyber | Team Hófehér



Problem

Our phones were always part of our lives, and Covid has deepened this in the past years. It is always in our hand no matter where we are, what we do, and it is **getting harder to find balance when it comes mobile usage**. FOMO has a constant presence in our lives.

Task



Raising attention to this social issue for the busy millennials and show them how to detach from their mobile devices without sacrificing the real life experiences. Giving them the chance to make their life better by **finding the balance between their phones & social activities**.

We are the busy millennials.

We are **driven by experiences** not objects. We like to travel, have fun because this is what keeps us balanced. We take pictures all year long, but **99% of these footages are forgotten.**

We want to savour every moment and we want to share them: with our families, our friends and with those people who we are constantly comparing ourselves to. **We are searching for the perfect composition, location and lights to create the picture that everyone likes.**

**But this takes a lot of our time.
And in the meantime, we miss the real thing.**

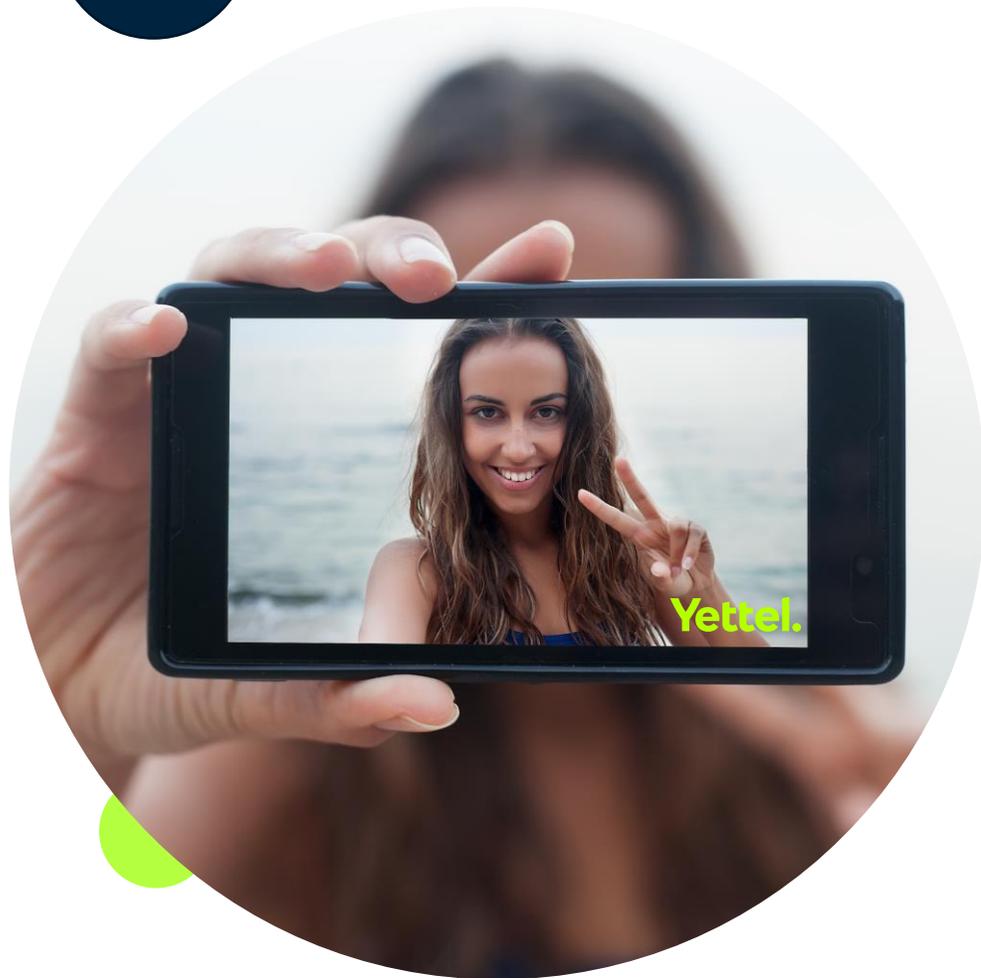
We millennials still remember those times when capturing the moment only took one second from our lives and we had limited options to take pictures – thanks to analog cameras.

What if we would recreate this feeling this summer?

Say hello to

QuickShot by Yettel

A camera roll app that helps capturing moments – but like analog cameras used to.



The idea is to have an app with **limited storage** of 45 spaces, that you can use up throughout the summer.

One picture takes one slot, but **you cannot delete, cannot filter and also cannot see the final picture** – it will be a shot about the moment.

At the end of summer you will get your **own personalized digital photo album** by Yettel, that you can share on your social channel and this will be a great reminder of your imperfectly perfect summer.

Why do we believe in this idea?

This is like a two birds with one stone thing: **you can live in the moment, but still have the chance to capture it.** Let's be honest: at the end of the summer one picture can revive your memories about that moment.

The **feeling of nostalgia and anticipation keeps our curiosity alive** – what kind of pictures did we take?

In our campaign we have four stages to support our customers to **find the perfect balance between technology and their social life** throughout the summer.

1

2

3

4

| Focus | Raising awareness | Launch of the app | Creating excitement | Gift from summer |
|------------------------|--|---|---|--|
| Our message | We are outside, we are together, but we are still searching comfort on our phones, but do we really need it? | Finding your social balance is easier than you thought – with our help. | One moment is enough to capture memories, use your phone appropriately. | You had a beautiful summer – let's share the best moments with your friends. |
| User's behavior | <i>„Do I really spend this much time on my phone?“</i> | <i>„Maybe I should give this app a go.“</i> | <i>„I guess one picture is really enough to capture a memory.“</i> | <i>„What a great summer!“</i> |